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## **FOR IMMEDIATE RELEASE**

### **Christian Brothers Automotive Rated Top Automotive Franchise in 2012 Franchisee Satisfaction Rankings**

*Franchise Business Review Ranks National Automotive Repair Company No. 6 in Top 50 Mid-Size Franchisor List, No. 20 in Overall Franchisee Satisfaction Regardless of Size*

**HOUSTON (March XX, 2012)** – Christian Brothers Automotive, the national automotive repair chain known for creating a “positive culture shock” in the automotive segment, ranked No. 1 in franchisee satisfaction for the automotive category in Franchise Business Review’s 2012 Franchisees Satisfaction Award

As the brand’s fifth-consecutive year on the list of the top 50 mid-size franchise category, Christian Brothers Automotive ranked No. 6, up 12 spots from 2011. Additionally, the brand jumped 25 spots to No. 20 in overall franchisee satisfaction regardless of size. According to the annual survey, that recognizes overall franchisee satisfaction, the company was also named a top brand for veterans.

“We are extremely humbled to receive such great feedback from our franchisees and to be ranked so high in each category,” said Mark Carr, founder and CEO of Christian Brothers Automotive. “The feedback we receive from this annual survey helps us implement new strategies to consistently improve as a franchise system. We attribute much of our success as an organization to the overall strength and dedication of each franchisee.”

The Franchise Business Review’s 2012 Franchisees Satisfaction Award is based on a survey of more than 22,000 franchisees representing more than 300 franchise companies. FBR annually recognizes franchisors with the highest overall franchisee satisfaction based on its survey of franchisees. The survey includes 33 benchmark questions, relating to the franchisee’s experience and satisfaction as well as market area, business lifestyle, and other demographic characteristics.

“Christian Brothers Automotive exists to challenge the norm by insisting on quality, fairness and first-rate customer service at all times,” said Carr. “We are dedicated to providing our franchisees with a strong, successful franchise system that allows them to provide customers with only the best business practices to become the go-to source for automotive questions and concerns in their local communities.”

Established in 1982 as a result of Carr’s ambition to give Houston-area car owners a pleasant, professional and clean automotive service experience, Carr began franchising the brand in 1997. Going against the grain of the traditional franchise model, prior to Christian Brothers Automotive receiving its royalty fee, half of the revenue-earned is provided to franchisees as a modest salary. The franchisor also provides optional accounting services, human resources and real estate functions—owning both the land and building housing each unit. Distinguishing itself with a family-first value system, all locations operate during traditional working hours; however, they are closed on weekends so that owners and their employees can share quality family time.

Christian Brothers Automotive provides full-service automotive diagnostic testing and evaluation, maintenance programs and repair work for all domestic and foreign vehicles at each of their locations. All Christian Brothers Automotive facilities are staffed with automotive service excellence (ASE) certified technicians.

For more information about Christian Brothers Automotive, please visit [www.cbac.com](http://www.cbac.com).

#### **About Christian Brothers Automotive**

Christian Brothers Automotive is one of the nation's leading automotive service and repair franchise systems with more than 95 locations open and an additional 35 under development in 17 states including Alabama, Arizona, Arkansas, Colorado, Florida, Georgia, Indiana, Kansas, Louisiana, Michigan, Mississippi, Missouri, Nebraska, North Carolina, Oklahoma, Tennessee, and Texas. Ranked among the nation's best in franchisee satisfaction, Christian Brothers Automotive received the No. 1 spot in the automotive category in the 2012 Franchise Business Review. Additionally, Christian Brothers Automotive ranked No. 6 in the top 50 mid-size franchise category and No. 20 in overall franchisee satisfaction regardless of size.

Mark Carr, president and CEO, opened the first location in Houston, Texas, in 1982. The store's main principle was to run an automotive repair facility based on honesty, integrity, reliability and exceptional customer service, which is still the core philosophy of Christian Brothers Automotive today. Christian Brothers Automotive began selling franchises in 1996 and continues to grow at a pace of 15 to 20 stores annually. The company also continues to maintain a 100 percent success rate with its store operations, never having closed a location.

#### **About Franchise Business Review**

Franchise Business Review is a national franchise market research firm that performs independent surveys of franchisee satisfaction and franchise buyer experiences. The firm's services include commissioned franchise research projects, as well as industry-wide studies of franchisee satisfaction. Franchise Business Review is headquartered in Portsmouth, NH, and can be reached at (603) 433-2270. Visit [www.FranchiseBusinessReview.com](http://www.FranchiseBusinessReview.com) for more information.

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